



WTIC-TV

ORDER

Print Date 08/13/12

Page 1 of 3

Flight Dates 08/07/12-08/14/12

Contract / Revision 371902 - 1

Original Date / Revision
08/13/12 08/13/12

Advertiser Murphy/D/Sen/CT

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030Primary Account Executive
Steve Rabb

Account Executive	Order%	Start Date	End Date
Steve Rabb	100%		

Product
DEM SENATE

Agency Com 15%

Billing Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030

Sales Office L-HRT

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # 11399

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL3

Priority 03

Advertiser Ref

Order Share 14% Market Value 59607

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	32%	19074
4WVIT	26%	15497
5WTNH	28%	16690
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	32	\$7,093.25	\$8,345.00	0.00	07/30/12	08/14/12	32	\$7,093.25	\$8,345.00
Totals	32	\$7,093.25	\$8,345.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	08/07/12	08/09/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- 1 - 1 - -	:30	2	\$65.00	03	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	- 1 - 1 - -		2		\$65.00		0.00					
2	61	08/14/12	08/14/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- 1 - - - -	:30	1	\$65.00	03	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	- 1 - - - -		1		\$65.00		0.00					
3	61	08/08/12	08/10/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	- - 1 - 1 - -	:30	2	\$125.00	03	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	- - 1 - 1 - -		2		\$125.00		0.00					
4	61	08/13/12	08/13/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1 - - - - -	:30	1	\$125.00	03	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	1 - - - - -		1		\$125.00		0.00					
5	61	08/07/12	08/09/12		CM	8a-9a	- 1 - 1 - -	:30	2	\$65.00	03	0.00	NM	2	\$130.00



WTIC-TV

Print Date: 08/13/12

Page 2 of 3

Contract / Revision **371902- 1** Flight Dates **08/07/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:15:00

Advertiser **Murphy/D/Sen/CT**Product **DEM SENATE**Estimate # **11399**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 8a-9a											
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- 1- 1- - -					2	\$65.00		0.00			
6	61	08/14/12	08/14/12	M-F 8a-9a	CM	8a-9a	- 1- - - - -	:30	1	\$65.00	03	0.00	NM	1	\$65.00
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- 1- - - - -					1	\$65.00		0.00			
7	61	08/10/12	08/10/12	M-F 1p-2p	CM	1p-2p	- - - - 1- -	:30	1	\$45.00	03	0.00	NM	1	\$45.00
				M-F 1p-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- - - - 1- -					1	\$45.00		0.00			
8	61	08/13/12	08/13/12	M-F 2p-3p	CM	2p-3p	1- - - - -	:30	1	\$45.00	03	0.00	NM	1	\$45.00
				M-F 2p-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1- - - - -					1	\$45.00		0.00			
9	61	08/08/12	08/08/12	M-F 3p-4p	CM	3p-4p	- - 1- - - -	:30	1	\$45.00	03	0.00	NM	1	\$45.00
				M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- - 1- - - -					1	\$45.00		0.00			
10	61	08/14/12	08/14/12	M-F 3p-4p	CM	3p-4p	- 1- - - - -	:30	1	\$45.00	03	0.00	NM	1	\$45.00
				M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- 1- - - - -					1	\$45.00		0.00			
11	61	08/10/12	08/10/12	M-F 630p-7p	CM	630p-7p	- - - - 1- -	:30	1	\$175.00	03	0.00	NM	1	\$175.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- - - - 1- -					1	\$175.00		0.00			
E 12	61	08/07/12	08/10/12	M-F 4p-5pm	CM	4p-5p	- 1111- -	:30	4	\$150.00	03	0.00	NM	3	\$450.00
				M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- 1111- -					4	\$150.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	61	08/06/12-08/12/12	M-F 4p-5pm		4p-5p	- TWThF- - - -	:30		(\$150.00)		0.00	NM		
				Credited											
13	61	08/13/12	08/14/12	M-F 4p-5pm	CM	4p-5p	11- - - - -	:30	2	\$150.00	03	0.00	NM	2	\$300.00
				M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	11- - - - -					2	\$150.00		0.00			
14	61	08/07/12	08/10/12	M-F News at Ten	CM	10p-11p	- 1111- -	:30	4	\$850.00	03	0.00	NM	4	\$3,400.00
				News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- 1111- -					4	\$850.00		0.00			
15	61	08/13/12	08/13/12	M-F News at Ten	CM	10p-11p	1- - - - -	:30	1	\$850.00	03	0.00	NM	1	\$850.00
				News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1- - - - -					1	\$850.00		0.00			
16	61	08/07/12	08/10/12	M-F News at 11pm	CM	11p-1135p	- 1111- -	:30	4	\$175.00	03	0.00	NM	4	\$700.00
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- 1111- -					4	\$175.00		0.00			



WTIC-TV

Print Date: 08/13/12

Page 3 of 3

Contract / Revision **371902- 1** Flight Dates **08/07/12-08/14/12**Hiatus DatesOriginal Date / Revision 08/13/12/ 08/13/12Order Sep 00:15:00Advertiser **Murphy/D/Sen/CT**Product **DEM SENATE**Estimate # **11399**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
17	61	08/13/12	08/13/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$175.00		0.00			
E 18	61	08/11/12	08/11/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$500.00	03	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-					1	\$500.00		0.00			
E 19	61	08/12/12	08/12/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----1	:30	1	\$700.00	03	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1					1	\$700.00		0.00			
N 20	61	08/13/12	08/13/12	M-F 4p-5pm Mon 4p-5pm	CM	4p-5p	1-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$150.00		0.00			
Totals														32	\$8,345.00